

Message Text

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PAGE 01 STOCKH 01252 301249Z
ACTION EUR-12

INFO OCT-01 EB-08 ISO-00 /021 W
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R 301126Z MAR 78
FM AMEMBASSY STOCKHOLM
TO USDOC WASHDC
INFO SECSTATE WASHDC 3416

UNCLAS STOCKHOLM 1252

E.O. 11652: N/A
TAGS: BEXP, SW
SUBJ: ADS REQUEST: AEI, INC., EAST BOSTON, MA

REF: COMMERCE CD-144, DATED 1/30/78

1. WE HAVE CONTACTED A LARGE NUMBER OF SWEDISH DISTRIBUTORS ON BEHALF OF AIR INC. ONLY THE FOLLOWING HAS THUS FAR INDICATED PRELIMINARY INTEREST, ALTHOUGH THE FIRM CONSIDERS THE PRICES A BIT TOO HIGH:

2. WALL AND WALL INTER TRADE HANDELSBOLAG
SKEPPARGATAN 55
S-144 59 STOCKHOLM
CONTACT: MR. ROLF WALL
TELEPHONE: 08/67 67 04

3. THIS FIRM, ESTABLISHED IN 1976, IMPORTS, DISTRIBUTES, AND HAS AGENCIES FOR LOUDSPEAKER SYSTEMS, AMPLIFIERS AND SOUND EQUIPMENT. IT REPRESENTS E.S.S. INC., SACRAMENTO, CA. THERE ARE FIVE EMPLOYEES. SALES AREA: SCANDINAVIA. SINCE THE FIRM WAS ESTABLISHED VERY RECENTLY, THERE ARE NOT YET ANY TURNOVER, PROFIT OR OTHER FIGURES AVAILABLE. LOCAL CREDIT SOURCES REPORT, HOWEVER, THAT PAYMENTS HAVE BEEN MET PROMPTLY AND THAT THE MANAGEMENT IS KNOWN TO BE VERY EFFICIENT AND AGGRESSIVE. RECOMMENDED TRADE CONTACT, PROVIDED NORMAL BUSINESS PRECAUTIONS ARE
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OBSERVED.

4. SOME DISTRIBUTORS WHO TURNED THE OFFER DOWN MENTIONED THAT THE SWEDISH MARKET FOR AUDIO EQUIPMENT HAS BEEN EXCELLENT IN THE PAST, BUT THAT THE DEMAND IS CURRENTLY RECEDING, AND THAT THERE ARE TOO MANY BRANDS ON THE MARKET. COMPETITION IS VERY KEEN, ESPECIALLY FROM JAPANESE MANUFACTURERS WHO ARE

SPENDING LARGE AMOUNTS OF MONEY ON ADVERTISING, EXHIBITIONS,
AND OTHER PROMOTIONAL EFFORTS, AND WHO HAVE SUCCEEDED WELL IN
THE SWEDISH MARKET. SOME DISTRIBUTORS ALSO MENTIONED THAT THE
SWEDISH RETAIL PRICES FOR US AUDIO EQUIPMENT OFTEN MUST BE AT
LEAST TWICE US RETAIL PRICES OR EVEN HIGHER.

PREPARED BY: GLANDER APPROVED BY: TRUMME
KENNEDY-MINOTT

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NNN

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TAGS: BEXP, SW
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Type: TE
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